



Town of Qualicum Beach Request for Information & Qualifications (RFIQ) Communications & Community Engagement

**Submission Deadline: December 17, 2021, 2:00 p.m. (local
time)**

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201-660 Primrose Street, Qualicum Beach, BC, V9K 1S7 Canada

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Table of Contents

Objective	3
Summary of the Requirement	3
1. Writing Services	3
2. Communications Project Services	3
Service Areas – General Requirements.....	4
Qualifications	4
1. Company Description	4
2. Resume	4
3. Work Samples	4
Selection Process	5
Ownership of Documents	6
Additional Information.....	6
Respondent Expenses	6
Submission Process.....	6
Amendments of Quotations	7
Withdrawal of Quotations	7
Confidentiality and Proprietary Information	7
Conflict of Interest	7
No Collusion	8
Litigation	8
Cancellation	8
Limitation of Damages	8
Acceptance of Submission	8

Objective

The Town of Qualicum Beach (“the Town”) is issuing a Request for Information & Qualifications (RFIQ) to obtain information and to qualify Service Providers for communications support on an as needed basis.

Summary of the Requirement

The Town of Qualicum Beach Corporate Administration department is responsible for making information on Town services, events or topics of public interest available and accessible through the Town's website, social media, newsletters, news releases, events and other channels. In support of this work, the Town is seeking information and to qualify Service Providers to provide strategic communications support on an as, and when required, basis, under the following service areas.

1. Writing Services

- This service may include researching, writing and editing content for websites, social media platforms, brochures, reports and other communications products.
- This service may include designing posters, advertisements, signs, and brochures, as well as creating animated presentations and other digital communications tools using Adobe Creative Suite or other current industry standard software.
- This service may involve photographing Town landscapes, programs, buildings, citizens, officials and events. Photographers will be responsible for managing photo releases if required.

2. Communications Project Services

- This service may include assisting staff with communications and community engagement support on special projects where additional resources are required, including key capital projects and regular municipal services.
- This service may include shooting and editing videos, sound production and file preparation, including education material (written and/or audio visual).
- This service may include designing, building and supporting Town websites.
- This service will require the proponent to understand core Town documents including the Official Community Plan; Council Strategic Plan; etc.

Service Areas – General Requirements

For all service areas, Respondents should have:

- A minimum of five (5) years of current experience (preferably continuous)
- Post-secondary education in the service area

Qualifications

Respondents are required to provide a statement of qualifications. The statement of qualifications submitted should be concise, clear, and address the following general criteria, as well as other information that Respondents deem to be important:

1. Company Description

If applicable, Respondents should provide a brief company profile as background to demonstrate their capacity and ability to provide the services described in this RFIQ. The company profile should include:

- Name, address, phone number, email
- Communications service area
- Hourly rates
- A minimum of 2 references, including name, number and/or email

The references provided by the Respondent may be contacted to validate any part of the submission. The Town reserves the right to contact references to clarify or verify the information contained in the RFIQ and confirm suitability of the Respondent.

2. Resume

Respondents should provide a standard format resume highlighting years of experience, education and accomplishments. Respondents outlining multiple service areas are to include all employee resumes relevant to the service areas addressed in the submission.

3. Work Samples

Respondents should provide a minimum of three (3) samples of work for the described services.

Selection Process

The Town may offer work to a Service Provider who is considered to be the best fit for the type of work and can offer the best value, at the Town's discretion in accordance with the Town's Purchasing Policy. This Request for Information and Qualifications does not form an agreement. The Town is under no obligation to enter into negotiations or contract with any respondent. The Town, at their sole discretion, may pursue one, some, or any submissions and may pursue any offer to purchase and negotiate with the Respondent(s) on the basis of an expression of interest without further requests, consultation or disclosure with any other respondent. The Town is under no obligation to provide rationale or justification of the selection process to any of the Respondents. The act of submitting an RFIQ signifies the Respondent's acceptance of the terms and conditions in this RFIQ and indemnifies the Town of any and all liability to the Respondent associated with the RFIQ process.

The Town recognizes that "Best Value" is the essential element of purchasing a product and/or service and therefore the Town may prefer a Proposal with a higher price, if it offers greater value and better serves the Town's interests, as determined by the Town, over a Proposal with a lower price.

This RFIQ does not commit the Town of Qualicum Beach, in any way to select the preferred Proponent, or to proceed to negotiations for a contract, or to award any contract.

The Town of Qualicum Beach reserves the right to:

- i. Accept a Proposal which is not the lowest priced;
- ii. Reject any and all Proposals, including without limitation the lowest Proposal, even if the lowest priced conforms in all aspects with the RFP;
- iii. Reject any Proposal at any time prior to execution of an Agreement;

Evaluation Criteria and Weighting

Proponents are to identify Value Added commitment(s) to the community based on the Town of Qualicum Beach Social Procurement Policy 6000-3 (attached). Identify what the Proponent has to offer as a value added commitment(s) that will directly benefit the Town of Qualicum Beach and/or another community.

The following may be considered, analyzed, and compared during the evaluation process:

- Inclusion of specifically requested items such as, but not limited to; schedule, price quotation, reference list, etc.;
- Qualifications, experience, past performance, and references of proponent;
- Specifications of the proposed methodology to be used to complete the Work;
- Clarity and readability of the proposal itself; and
- Quoted price.

Criteria	Point Weighting
Proponent's experience & expertise with the ability to comply with all identified requirements to carry out the identified work	30
Proposed methodology for managing and carrying out the work	30
Quality of the Proposal (i.e.: clarity, consistency, comprehensiveness, and appropriateness)	20
Total fees, expenses and hourly rates	20

Ownership of Documents

All documents, including request for information, submitted to the Town become the property of the Town. Responses will be received and held in confidence by the Town, subject to the provision of the *Freedom of Information and Protection of Privacy Act*.

Additional Information

The Town may request additional information from Respondents. In addition, Respondents may also be asked to participate in telephone or in-person interviews to discuss their submission.

Respondent Expenses

Any cost incurred by the respondent in the preparation of the request for information and any subsequent negotiations, if any, will be borne solely by the respondent.

Submission Process

Submissions are to be sealed in envelopes and should be clearly marked with the name and address of the Respondent and the RFIQ title. The sealed envelope should be addressed to:

Heather Svensen
Corporate Administrator/Deputy CAO
201 – 660 Primrose Street
Qualicum Beach, BC V9K 1S7

Submissions must be received at the above specified address at, or prior to, the deadline date and time set forth in this Notice. Late submissions will not be considered. Faxed and/or e-mailed submissions will not be accepted nor considered.

Submissions must be received on or before the Closing Time of:

Submission Deadline:

December 17, 2021 at 2:00 pm

The Respondent shall provide one (1) hard copy original of the submission, along with a single PDF file of the proposal, on a USB flash drive. Submissions will be accepted until the Closing Time specified. It is the Respondent's sole responsibility to ensure its Submission is received at the address set out above by the Closing Time. Submissions received after the Closing Time will not be accepted or considered.

Amendments of Quotations

Respondents may amend their quotations prior to the Closing Time by submitting the amendment in the same manner as the original quotation. Amendments must be marked with the RFIQ title and number and the full legal name and return address of the respondent and must clearly indicate which part of the quotation the amendment is intended to amend or replace.

Withdrawal of Quotations

At any time throughout the RFIQ process until the execution of a written agreement for provision of the deliverables, a respondent may withdraw a submitted quotation. To withdraw a quotation, a notice of withdrawal must be sent.

Confidentiality and Proprietary Information

All submissions become the property of the Town and will not be returned to the Respondent. The Town will consider all Submissions as confidential but reserves the right to make copies of all Submissions received for its internal review and for review by its financial, accounting, legal, and technical consultants.

Respondents should be aware that the Town is a “public body” as defined in and subject to the provisions of the *Freedom of Information and Protection of Privacy Act*. If the Respondent believes any of the information requested in this RFIQ and provided by them is confidential, then they should identify it as such and provide a rationale as to why it should not be released under “Freedom of Information” legislation.

Conflict of Interest

A Respondent shall disclose in its Submission any actual or potential conflicts of interest and existing business relationships it may have with the Town, its elected or appointed officials or employees, and any property ownership direct or indirect in the jurisdiction. The Town may rely on such disclosure.

No Collusion

Except as otherwise specified or as arising by reason of the provision of the contract documents, no person whether natural, or body corporate, other than the Respondent has or will have any interest or share in this Submission or in the proposed contract which may be completed in respect thereof.

There is no collusion or arrangement between the Respondent and any other actual or prospective Respondents in connection with Submissions for this project and the Respondent has no knowledge of the contents of other Submissions and has made no comparison of figures or agreement or arrangement, express or implied, with any other party in connection with the making of the Submission.

Litigation

Respondents who, either directly or indirectly through another corporation or entity, have been or are in litigation, or who have served notice with intent to proceed with court action against the Town in connection with any contract for works or services, may be considered ineligible Respondents. RFIQ from such Respondents may result in disqualification from the evaluation process.

Cancellation

The Town reserves the right to cancel this RFIQ at any time and for any reason, and will not be responsible for any loss, damage, cost, or expense incurred or suffered by any Respondent as a result of that cancellation.

Limitation of Damages

Except as expressly and specifically permitted in these Instructions to Respondents, no Respondent shall have any claim for any compensation of any kind whatsoever, as a result of participating in the RFIQ, and by submitting a Submission each Respondent shall be deemed to have agreed that it has no claim.

Acceptance of Submission

The acceptance of a Submission will be made in writing from the Town and will be addressed to the successful Respondent at the address given in the submitted Submission. Following acceptance and approval to proceed, the Respondent is expected to enter into a contract with the Town to perform the works or services set out and agreed upon in the Submission.